

PROJECT NUMBER: 5001  
PROJECT TITLE: Packaging Studies  
PROJECT LEADER: H. R. Dunaway  
PERIOD COVERED: February, 1988

PACKAGING STUDIES

A. Objective: Assist New Products Directorate in evaluating new packaging concepts and products, and provide technical packaging support to Manufacturing, Manufacturing Services, Engineering, Purchasing, and Quality Assurance.

B. Status/Plans:

1. Project Fox: Currently awaiting pigmented versions of the test sample found to be acceptable by subjective smoking.
2. Project Fresh: A six week Accelerated Aging study of the current Ad/Pack production was completed. A report is in progress.
3. Cigarette Cold Storage: At their request, we provided the Transportation Department with an explanation of the tempering process, necessary when removing cigarettes from cold conditions for shipment, and a list of facility attributes that must be considered when looking for additional cold storage locations.
4. Foil Carton Overwrap (Reynolds): Water Vapor Transmission Rate (WVTR) tests found the current foil overwrap (tissue backing) to provide a water vapor barrier 461% greater than this modified material (bond paper backing). Since this change should not affect WVTR, Reynolds will be asked to scrutinize incorporated process changes. A 10% cost savings on foil carton overwrap could be realized if this material were to provide comparable product protection.
5. Hoechst/Celanese Polypropylene (Mexico): Cigarettes packed using the Hoechst/Celanese polypropylene failed subjective smoking evaluations. After QA (Microstructure) analysis found no difference in material make-up that would account for subjective failure, we were told that this particular bobbin was shipped to us in a 'green' wooden box and may have been contaminated. Samples packaged with a new bobbin of material have been aged and submitted for subjective smoking evaluation.
6. Taste, Odor, Stale Customer Complaints: Marlboro KS SP conditioned to OV levels of 10%, 12%, 13%, and 14% were supplied to PED for testing on the M/C panel.
7. Strip Laminated Foil: A six week storage study was completed to evaluate this material as a possible means of reducing foil cost on generics. The material is undesirable as staining penetrates the SP label, in the area where no foil is present on the liner, and becomes visible on the outside of the package.

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